

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0922 (September 2002)	FOR FCC USE ONLY
FCC 397		

BROADCAST MID-TERM REPORT	FOR COMMISSION USE ONLY FILE NO. - 20160729AHJ
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Legal Name of the Licensee GOOD KARMA BROADCASTING, LLC
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Mailing Address 100 STODDARD STREET
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City BEAVER DAM	State or Country (if foreign address) WI	Zip Code 53916 -
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Telephone Number (include area code) 9208854442	E-Mail Address (if available) CKARMAZIN@GOODKARMABRANDS.COM
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FCC Registration Number 0002699544	Facility ID Number 4477	Call Sign WTLX
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TYPE OF BROADCAST STATION:	Commercial Broadcast Station <input checked="" type="radio"/> Radio <input type="radio"/> TV <input type="radio"/> Low Power TV <input type="radio"/> International	Noncommercial Broadcast Station <input type="radio"/> Educational Radio <input type="radio"/> Educational TV
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Application Purpose <input checked="" type="radio"/> New Program Report <input type="radio"/> Amendment to Program Report
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List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

[Station List]

Station List

List call sign and location of all stations included on this report. List commonly owned stations that share one or more employees. Also list stations operated by the licensee pursuant to a time brokerage agreement. Indicate on the table below which stations are operated pursuant to a time brokerage agreement. To the extent that licensees include stations operated pursuant to a time brokerage agreement on this report, responses or information provided in Sections I through III should take into consideration the licensee's EEO compliance efforts at brokered stations, as well as any other stations, included on this form. For purposes of this form, a station employment unit is a station or a group of commonly owned stations in the same market that share at least one employee.

Call Sign	Facility ID Number	Type (check applicable box)	Location (City/State)	Time Brokerage Agreement (check applicable box)
WTLX	4477	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	MONONA, WI	<input type="radio"/> Yes <input checked="" type="radio"/> No
WTTN	71092	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	COLUMBUS, WI	<input type="radio"/> Yes <input checked="" type="radio"/> No
WBEV	4475	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	BEAVER DAM, WI	<input type="radio"/> Yes <input checked="" type="radio"/> No
WXRO	4474	<input type="radio"/> AM <input checked="" type="radio"/> FM <input type="radio"/> TV	BEAVER DAM, WI	<input type="radio"/> Yes <input checked="" type="radio"/> No

WAWK	10824	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	JACKSON, WI	<input type="radio"/> Yes <input checked="" type="radio"/> No
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WRRD	70771	<input checked="" type="radio"/> AM <input type="radio"/> FM <input type="radio"/> TV	WAUKESHA, WI	<input type="radio"/> Yes <input checked="" type="radio"/> No
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SEND NOTICES AND COMMUNICATIONS TO THE FOLLOWING NAMED PERSON AT THE ADDRESS INDICATED BELOW:

Name NANCY A. ORY, ESQ.		Street Address LERMAN SENTER PLLC 2001 L STREET, NW, SUITE 400		
City WASHINGTON	State DC	Zip Code 20036-	Telephone Number 2024166791	

FILING INSTRUCTIONS

Broadcast station licensees are required to afford equal employment opportunity to all qualified persons and to refrain from discriminating in employment and related benefits on the basis of race, color, national origin, religion, and sex. See 47 C.F.R. Section 73.2080. Pursuant to these requirements, a television station employment unit that employs five or more full-time station employees must file a full and complete Broadcast Mid-Term Report. If a television station employment unit employs fewer than five full-time employees, only the first two pages of this report need be filed [through Section I and the Certification].

A copy of this Mid-Term Report must be kept in the station's public file. Failure to meet these requirements may result in sanctions or remedies. These requirements are contained in 47 C.F.R. Section 73.2080 and are authorized by the Communications Act of 1934, as amended.

Consider as "full-time" employees all those permanently working 30 or more hours a week.

Section I

Does your station employment unit employ fewer than five full-time employees, if television, or fewer than eleven full-time employees, if radio? Yes No

If yes, you do not have to file this form with the FCC. However, you have the option to complete the certification below, return the form to the FCC, and place a copy in your station(s) public file. You do not have to complete the rest of this form. If your station employment unit employs five or more full-time employees, if television, or eleven or more full-time employees, if radio, you must complete all of this form and follow all instructions.

CERTIFICATION

This report must be certified, as follows:

- A. By licensee, if an individual;
- B. By a partner, if a partnership (general partner, if a limited partnership);
- C. By an officer, if a corporation or an association; or
- D. By an attorney of the licensee, in case of physical disability or absence from the United States of the licensee.

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify to the best of my knowledge, information and belief, all statements contained in this report are true and correct.

Signed	Name of Respondent CRAIG KARMAZIN
Title PRESIDENT AND MANAGING MEMBER	Telephone No. (include area code) 9208854442
Date 7/29/2016	

GENERAL POLICY

A broadcast station must provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion or sex in all personnel actions including recruitment, evaluation, selection, promotion, compensation, training and termination.

Section II	
RESPONSIBILITY FOR IMPLEMENTATION	
A broadcast station must assign a particular official overall responsibility for equal employment opportunity at the station. That official's name and title are:	
Name: KELLI GABEL	Title: HUMAN RESOURCES
It is also the responsibility of all persons at a broadcast station making employment decisions with respect to recruitment, evaluation, selection, promotion, compensation, training and termination of employees to ensure that no person is discriminated against in employment because of race, color, religion, national origin or sex.	

Section III	
MID-TERM REPORT	
Television station employment units with five or more full-time employees and radio station employment units with more than ten full-time employees filing in the middle of the license term must attach a copy of each of the two most recent EEO public file reports (the reports from this year and last year). Stations are required to place annually such information as is required by 47 C.F.R. Section 73.2080 in their public files.	[Exhibit 1]

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will average 30 minutes. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-0922), Washington, D.C. 20554. We will also accept your comments via the Internet if you send them to PRA@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-0922.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Exhibits

Exhibit 1

Description: EEO PUBLIC FILE REPORTS

Attachment 1

Description
<u>2014-2015 EEO Public File Report</u>
<u>2015-2016 EEO Public File Report</u>

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 23, 2014 to July 22, 2015.

1) **Employment Unit:** Good Karma Broadcasting, LLC - Wisconsin

2) **Unit Members (Stations and Communities of License):**

WTLX(FM)	FCC Facility ID No. 4477	Monona, WI
WTTN(AM)	FCC Facility ID No. 71092	Columbus, WI
WBEV(AM)	FCC Facility ID No. 4475	Beaver Dam, WI
WXRO(FM)	FCC Facility ID No. 4474	Beaver Dam, WI
WAUK(AM)	FCC Facility ID No. 10824	Jackson, WI
WRRD(AM)	FCC Facility ID No. 70771	Waukesha, WI

3) **EEO Contact Information for Employment Unit:**

Mailing Address: 100 Stoddart Street Beaver Dam, WI 53916	Telephone Number: (920) 885-4442
	Contact Person/Title: Kelli L. Gabel/ Human Resources
	E-mail Address: kgabel@goodkarmabrands.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
1. Sports Marketing Consultants – WTLX (2)	Teammate Referral Internal Candidate

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JOB TITLE:**Referral Source(s) of Hiree(s)**

1. Sports Marketing Consultants – WTLX (2)

Teammate Referral
Internal Candidate

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
LinkedIn	Webmaster	www.linkedin.com	N/A	1	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
Marquette Career Manager	Webmaster	1324 W. Wisconsin Avenue, Milwaukee, WI	(414) 288-7423	0	No
National Organization for Women	Tizzy Hyatt	122 State Street, #403, Madison, WI	(608) 255-3911	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 East Mifflin, Madison, WI	(608) 255-2600	0	No
Postings at all Good Karma Broadcasting, LLC stations	Kelli Gabel	100 Stoddart Street, Beaver Dam, WI	(920) 885-4442	3	No
Wisconsin Jobs for Wisconsin Grads: UW-Eau Claire	Career Development	105 Garfield Avenue, Eau Claire, WI	(715) 836-2637	1	No
Wisconsin Jobs for Wisconsin Grads: UW-Green Bay	Career Development	2420 Nicolet Drive, Green Bay, WI	(920) 465-2000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-La Crosse	Career Development	1725 State Street, La Crosse, WI	(608) 785-8000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Madison	Career Development	University Avenue, Madison, WI	(608) 263-2400	1	No
Wisconsin Jobs for Wisconsin Grads: UW-Milwaukee	Career Development	2200 East Kenwood Avenue, Milwaukee, WI	(414) 229-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Oshkosh	Career Development	800 Algoma Boulevard, Oshkosh, WI	(920) 424-1234	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Parkside	Career Development	900 Wood Road, Kenosha, WI	(262) 595-2345	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Platteville	Career Development	1 University Plaza, Platteville, WI	(800) 362-5515	0	No
Wisconsin Jobs for Wisconsin Grads: UW-River Falls	Career Development	410 South Third Street, River Falls, WI	(715) 425-3911	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stevens Point	Career Development	2100 Main Street, Stevens Point, WI	(715) 346-0123	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stout	Career Development	712 South Broadway Street, Menomonie, WI	(715) 232-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Superior	Career Development	Belknap & Catlin, Superior, WI	(715) 394-8101	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Whitewater	Career Development	800 West Maim Street, Whitewater, WI	(262) 472-1234	0	No

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Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Madison Media Institute	Bill Mallinson	2702 Agriculture Drive, Madison, WI	(608) 663-2000	1	No
Employee Referral	N/A	N/A	N/A	5	No
Industry Referral	N/A	N/A	N/A	5	No
ITT Tech	Meg	www.itt-tech.edu	(414) 282-9494	0	No
WorkInSports.com	Webmaster	www.workinsports.com	(855) 220-JOBS	0	No

5) Total # of Interviewees Referred: For the period from July 23, 2014 to July 22, 2015, this Employment Unit interviewed 17 interviewees for full-time job vacancies. Two applicants were hired.

6) Supplemental Recruitment Initiatives.

(a) Initiative: Internship Program

The employment unit operates an internship program which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 70 interns participated in the program and most received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a Sales Manager, General Manager, Content Director, or Marketing Facilitator. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area including Marquette University, UW-Eau Claire, UW-Green Bay, UW-Lacrosse, UW-Madison, UW-Milwaukee, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior, and UW-Whitewater.

(b) Initiative: Mentoring Program

The employment unit has implemented a mentoring program called Big Brothers/Big Sisters. It is intended to pair up Good Karma Broadcasting teammates (*i.e.* employees) across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice and become a resource for each other.

(c) Initiative: Scholarship

The Station Employment Unit, together with other Good Karma Broadcasting Employment Units, funds the Jim Stowell/Karen Kuhn Scholarship. The scholarship awards \$500 to a graduating senior at Beaver Dam High School who plans to pursue a degree in broadcasting, journalism or drama. The scholarship is in memory of a former employee who passed away. The scholarship is awarded annually. Scholarship winners are encouraged to return during their summers to participate in the Station Employment Unit's internship program.

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(d) Initiative: Job & Career Fairs

Wisconsin Broadcasters Association Career Fair, Monona Terrace, Madison, WI. On January 21, 2015 Marketing Facilitator participated in this career fair. Approximately 150 were in attendance.

UWM Career Fair. Sheldon B. Lubar School of Business at UWM, Milwaukee, WI. On February 19, 2015, the Marketing Facilitator and a Marketing Consultant participated in this career fair promoting our career and internship opportunities. Approximately 200 were in attendance.

Cardinal Stritch University – On February 23, 2015, the Event Coordinator, Partnership Coordinator and Sports Anchor participated in a roundtable discussion at the career fair. Approximately 100 students were in attendance.

Milwaukee Bucks Career Fair. BMO Harris Bradley Center, Milwaukee, WI. On March 11, 2015, the Internship Coordinator participated in the career fair promoting our internship opportunities. Approximately 150 were in attendance.

(e) Initiative: Sponsoring a Career Fair

South Central Wisconsin Career Fair. Sponsored by Good Karma Broadcasting. April 28, 2015 from 1 – 5p.m. at the Dodge County Airport in Juneau. Approximately 48 business were represented at this career fair. Approximately 300 were in attendance.

(f) Initiative: Participation in Educational Institution and Community Events

Bryant & Stratton, Milwaukee, WI - On July 30, 2014, General Manager spoke to a Management Principles Class. There were 10 students in the class.

UW Sports Marketing Class, Milwaukee, WI – On August 7, 2014, Marketing Facilitators spoke to a Sports Marketing class of 23 students. They described their careers in sports marketing.

Jay Global Golf Outing – On September 8, 2014, A Sports Marketing Consultant emceed an event benefiting Habitat for Humanity. At Bristolcone Pines Golf Club in Hartland, WI

Kettle Moraine High School – On October 27, 2014, Sports Marketing Consultant spoke to a TV & Radio Sports Broadcasting Class. There were 20 students in the class. He described his career and others in broadcasting.

Salem Middle School – On March 20, 2015, the Home Office Team Leader spoke to 4 sessions of approximately 20 students in each session. She described the different positions she has held in broadcasting and shared the history of Good Karma Broadcasting.

Carroll University – On April 9, 2015, The Event Coordinator and Partnership Coordinator spoke to the Sports Marketing and Event Planning Classes. Approximately 15 students were in attendance.

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period July 22, 2015 to July 23, 2016.

1) **Employment Unit:** Good Karma Broadcasting, LLC - Wisconsin

2) **Unit Members (Stations and Communities of License):**

WTLX(FM)	FCC Facility ID No. 4477	Monona, WI
WTTN(AM)	FCC Facility ID No. 71092	Columbus, WI
WBEV(AM)	FCC Facility ID No. 4475	Beaver Dam, WI
WXRO(FM)	FCC Facility ID No. 4474	Beaver Dam, WI
WAUK(AM)	FCC Facility ID No. 10824	Jackson, WI
WRRD(AM)	FCC Facility ID No. 70771	Waukesha, WI

3) **EEO Contact Information for Employment Unit:**

Mailing Address: 310 W. Wisconsin Ave. Suite 100 Milwaukee, WI 53203	Telephone Number: (414) 273-3776
	Contact Person/Title: Kelli L. Gabel/ Human Resources
	E-mail Address: kgabel@goodkarmabrands.com

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hiree
1. Marketing Facilitator – WTLX	Indeed.com
2. Partnership Coordinator – WTLX	Employee Referral
3. Director of Human Resources	Employee Referral
4. Marketing Consultant – WAUK	Employee Referral

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JOB TITLE:**Referral Source(s) of Hiree(s)**

1. Marketing Facilitator – WTLX
2. Partnership Coordinator – WTLX

Indeed.com
Employee Referral

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Company Website	N/A	GoodKarmaBrands.com	N/A	3	No
Employee Referral	N/A	N/A	N/A	2	No
Indeed.com	N/A	Indeed.com	N/A	5	No
Industry Referral	N/A	N/A	N/A	1	No
Internal Internship Program	Internship Coordinators	http://karmagood.wpengine.com/career-opportunities/#internship	(414) 273-3776	3	No
LinkedIn	Webmaster	www.linkedin.com	N/A	0	No
Madison Media Institute	Bill Mallinson	2702 Agriculture Drive, Madison, WI	(608) 663-2000	0	No
Marquette Career Manager	Webmaster	1324 W. Wisconsin Avenue, Milwaukee, WI	(414) 288-7423	0	No
N.A.A.C.P.	N/A	35 Pinckney Street, #5, Madison, WI 53703	(608) 256-1942	0	No
National Association of Hispanic Journalism	Marco Botero	1000 National Press Building, Washington D.C. 20045	(202) 662-7145	0	No
National Lesbian and Gay Journalist Association	Jason Clement	2120 L Street, NW Suite 840, Washington D.C. 20037	(202) 588-9888	0	No
National Organization for Women	Tizzy Hyatt	122 State Street, #403, Madison, WI	(608) 255-3911	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
UW-Madison	N/A	https://bus-wisc-csm.symplicity.com/employers/index.php	N/A	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 East Mifflin, Madison, WI	(608) 255-2600	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Eau Claire	Career Development	105 Garfield Avenue, Eau Claire, WI	(715) 836-2637	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Green Bay	Career Development	2420 Nicolet Drive, Green Bay, WI	(920) 465-2000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-La Crosse	Career Development	1725 State Street, La Crosse, WI	(608) 785-8000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Madison	Career Development	University Avenue, Madison, WI	(608) 263-2400	0	No

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Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Wisconsin Jobs for Wisconsin Grads: UW-Milwaukee	Career Development	2200 East Kenwood Avenue, Milwaukee, WI	(414) 229-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Oshkosh	Career Development	800 Algoma Boulevard, Oshkosh, WI	(920) 424-1234	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Parkside	Career Development	900 Wood Road, Kenosha, WI	(262) 595-2345	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Platteville	Career Development	1 University Plaza, Platteville, WI	(800) 362-5515	0	No
Wisconsin Jobs for Wisconsin Grads: UW-River Falls	Career Development	410 South Third Street, River Falls, WI	(715) 425-3911	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stevens Point	Career Development	2100 Main Street, Stevens Point, WI	(715) 346-0123	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stout	Career Development	712 South Broadway Street, Menomonie, WI	(715) 232-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Superior	Career Development	Belknap & Catlin, Superior, WI	(715) 394-8101	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Whitewater	Career Development	800 West Main Street, Whitewater, WI	(262) 472-1234	0	No
Wisconsin Technical System	N/A	http://www.wisconsintechconnect.com/	N/A	0	No

3. Director of Human Resources

Employee Referral

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Company Website	N/A	GoodKarmaBrands.com	N/A	0	No
Employee Referral	N/A	N/A	N/A	1	No
Indeed.com	N/A	Indeed.com	N/A	5	No
Industry Referral	N/A	N/A	N/A	1	No
Internal Internship Program	Internship Coordinators	http://karmagood.wpengine.com/career-opportunities/#internship	(414) 273-3776	0	No
LinkedIn	Webmaster	www.linkedin.com	N/A	0	No
Madison Media Institute	Bill Mallinson	2702 Agriculture Drive, Madison, WI	(608) 663-2000	0	No

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Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Marquette Career Manager	Webmaster	1324 W. Wisconsin Avenue, Milwaukee, WI	(414) 288-7423	0	No
N.A.A.C.P.	N/A	35 Pinckney Street, #5, Madison, WI 53703	(608) 256-1942	0	No
National Association of Hispanic Journalism	Marco Botero	1000 National Press Building, Washington D.C. 20045	(202) 662-7145	0	No
National Lesbian and Gay Journalist Association	Jason Clement	2120 L Street, NW Suite 840, Washington D.C. 20037	(202) 588-9888	0	No
National Organization for Women	Tizzy Hyatt	122 State Street, #403, Madison, WI	(608) 255-3911	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
UW-Madison	N/A	https://bus-wisc-csm.symplicity.com/employers/index.php	N/A	1	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 East Mifflin, Madison, WI	(608) 255-2600	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Eau Claire	Career Development	105 Garfield Avenue, Eau Claire, WI	(715) 836-2637	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Green Bay	Career Development	2420 Nicolet Drive, Green Bay, WI	(920) 465-2000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-La Crosse	Career Development	1725 State Street, La Crosse, WI	(608) 785-8000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Madison	Career Development	University Avenue, Madison, WI	(608) 263-2400	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Milwaukee	Career Development	2200 East Kenwood Avenue, Milwaukee, WI	(414) 229-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Oshkosh	Career Development	800 Algoma Boulevard, Oshkosh, WI	(920) 424-1234	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Parkside	Career Development	900 Wood Road, Kenosha, WI	(262) 595-2345	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Platteville	Career Development	1 University Plaza, Platteville, WI	(800) 362-5515	0	No
Wisconsin Jobs for Wisconsin Grads: UW-River Falls	Career Development	410 South Third Street, River Falls, WI	(715) 425-3911	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stevens Point	Career Development	2100 Main Street, Stevens Point, WI	(715) 346-0123	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stout	Career Development	712 South Broadway Street, Menomonie, WI	(715) 232-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Superior	Career Development	Belknap & Catlin, Superior, WI	(715) 394-8101	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Whitewater	Career Development	800 West Main Street, Whitewater, WI	(262) 472-1234	0	No
Wisconsin Technical System	N/A	http://www.wisconsinconnect.com/	N/A	0	No

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4. Marketing Consultant – WAUK

Employee Referral

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
AllAccess.com	Webmaster	www.allaccess.com	N/A	0	No
AMFMJobs.com	Webmaster	www.amfmjobs.com	N/A	0	No
Company Website	N/A	GoodKarmaBrands.com	N/A	1	No
Employee Referral	N/A	N/A	N/A	3	No
Indeed.com	N/A	Indeed.com	N/A	0	No
Industry Referral	N/A	N/A	N/A	0	No
Internal Internship Program	Internship Coordinators	http://karmagood.wpengine.com/career-opportunities/#internship	(414) 273-3776	1	No
LinkedIn	Webmaster	www.linkedin.com	N/A	0	No
Madison Media Institute	Bill Mallinson	2702 Agriculture Drive, Madison, WI	(608) 663-2000	0	No
Marquette Career Manager	Webmaster	1324 W. Wisconsin Avenue, Milwaukee, WI	(414) 288-7423	0	No
N.A.A.C.P.	N/A	35 Pinckney Street, #5, Madison, WI 53703	(608) 256-1942	0	No
National Association of Hispanic Journalism	Marco Botero	1000 National Press Building, Washington D.C. 20045	(202) 662-7145	0	No
National Lesbian and Gay Journalist Association	Jason Clement	2120 L Street, NW Suite 840, Washington D.C. 20037	(202) 588-9888	0	No
National Organization for Women	Tizzy Hyatt	122 State Street, #403, Madison, WI	(608) 255-3911	0	No
TVandRadioJobs.com	Webmaster	www.tvandradiojobs.com	N/A	0	No
UW-Madison	N/A	https://bus-wisc-csm.symplicity.com/employers/index.php	N/A	0	No
Wisconsin Broadcasters Association	Michelle Vetterkind	44 East Mifflin, Madison, WI	(608) 255-2600	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Eau Claire	Career Development	105 Garfield Avenue, Eau Claire, WI	(715) 836-2637	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Green Bay	Career Development	2420 Nicolet Drive, Green Bay, WI	(920) 465-2000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-La Crosse	Career Development	1725 State Street, La Crosse, WI	(608) 785-8000	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Madison	Career Development	University Avenue, Madison, WI	(608) 263-2400	0	No

Good Karma Broadcasting, LLC is an Equal Opportunity Employer.

Name of Organization Notified of Job Vacancy:	Contact Person	Address:	Telephone Number:	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Wisconsin Jobs for Wisconsin Grads: UW-Milwaukee	Career Development	2200 East Kenwood Avenue, Milwaukee, WI	(414) 229-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Oshkosh	Career Development	800 Algoma Boulevard, Oshkosh, WI	(920) 424-1234	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Parkside	Career Development	900 Wood Road, Kenosha, WI	(262) 595-2345	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Platteville	Career Development	1 University Plaza, Platteville, WI	(800) 362-5515	0	No
Wisconsin Jobs for Wisconsin Grads: UW-River Falls	Career Development	410 South Third Street, River Falls, WI	(715) 425-3911	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stevens Point	Career Development	2100 Main Street, Stevens Point, WI	(715) 346-0123	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Stout	Career Development	712 South Broadway Street, Menomonie, WI	(715) 232-1122	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Superior	Career Development	Belknap & Catlin, Superior, WI	(715) 394-8101	0	No
Wisconsin Jobs for Wisconsin Grads: UW-Whitewater	Career Development	800 West Main Street, Whitewater, WI	(262) 472-1234	0	No
Wisconsin Technical System	N/A	http://www.wisconsinconnect.com/	N/A	0	No

5) Total # of Interviewees Referred: For the period from July 22, 2015 to July 23, 2016, this Employment Unit interviewed 27 interviewees for full-time job vacancies. Four applicants were hired.

6) Supplemental Recruitment Initiatives.

(a) Initiative: Internship Program

The Employment Unit operates an internship program which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 45 interns participated in the program and all received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a Sales Manager, General Manager, Content Director, or Marketing Facilitator. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area including Marquette University, UW-Eau Claire, UW-Green Bay, UW-Lacrosse, UW-Madison, UW-Milwaukee, UW-Oshkosh, UW-Parkside, UW-Platteville, UW-River Falls, UW-Stevens Point, UW-Stout, UW-Superior, and UW-Whitewater.

(b) Initiative: Mentoring Program

The employment unit has implemented a mentoring program called Big Brothers/Big Sisters. It is intended to pair up Good Karma Broadcasting teammates (*i.e.* employees) across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice and become a resource for each other.

(c) Initiative: Scholarship

The Station Employment Unit, together with other Good Karma Broadcasting Employment Units, funds the Jim Stowell/Karen Kuhn Scholarship. The scholarship awards \$500 to a graduating senior at Beaver Dam High School who plans to pursue a degree in broadcasting, journalism or drama. The scholarship is in memory of a former employee who passed away. The scholarship is awarded annually. Scholarship winners are encouraged to return during their summers to participate in the Station Employment Unit's internship program.

(d) Initiative: Job & Career Fairs

South Central Wisconsin Career Fair, Dodge County Airport Juneau, WI. On September 22, 2015 Marketing Facilitator and two members of the Talent Acquisition Team participated in this career fair. Approximately 50 were in attendance.

Cardinal Stritch Roundtable Career Fair, Cardinal Stritch University, Milwaukee, WI. On November 2, 2015 two members of the Talent Acquisition Team participated in this career fair. Approximately 150 were in attendance.

Wisconsin Broadcasters Association Career Fair, The Madison Concourse Hotel, Madison, WI. On January 27, 2016 Two members of the Talent Acquisition Team participated in this career fair. Approximately 50 were in attendance.

UWM Career Fair. Sheldon B. Lubar School of Business at UWM, Milwaukee, WI. On February 4, 2016, two members of the Talent Acquisition Team participated in this career fair promoting our career and internship opportunities. Approximately 100 were in attendance.

Milwaukee Bucks Career Fair. BMO Harris Bradley Center, Milwaukee, WI. On March 30, 2016, two members of the Talent Acquisition Team participated in the career fair promoting our internship opportunities. Approximately 200 were in attendance.

(e) Initiative: Sponsoring a Career Fair

South Central Wisconsin Career Fair. Sponsored by Good Karma Broadcasting. April 27, 2016 from 1:00 p.m. – 5:00 p.m. at the Dodge County Airport in Juneau. Approximately 48 business were represented at this career fair. Approximately 200 were in attendance.

(f) Initiative: Participation in Other Activities

UW Sports Marketing Class, Milwaukee, WI – On January 13, 2016, Two members of the Talent Acquisition Team spoke to a Sports Marketing class of 25 students. They described their careers in sports marketing and marketing trends in the industry.

Marquette Networking Event, Milwaukee, WI – On February 4, 2016, Marketing Facilitator and a member of the Talent Acquisition Team spoke to approximately 100 students on the internship opportunities while networking.

Brookfield Central High School, Brookfield, WI – On July 21, 2016, Marketing Consultant spoke to a class as they set up their new curriculum. There were approximately 10 students and professionals at this speaking engagement.

Federal Communications Commission

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Description: MID-TERM REPORT FOR WISCONSIN STATIONS 2016

Application Reference Number: 20160729AHJ

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